

## Newsletters

ABC develops, refines and publishes company newsletters. After closely liaising with clients, we produce content for and edit these regular communications intended for both the customer base and the client's sales channel. Such business-to-business newsletters are proven to be effective for cost-effectively reaching and informing specific communities. Two examples of ABC-produced newsletters follow: 1. Highlight, newsletter of the Photonics

KTN In our role as consultant publisher to the UK's Photonics Knowledge Transfer Network, ABC sells advertising into Highlight, the KTN's quarterly newsletter. Editorial content, production and design is also managed by an ABC-led team. 2. Transmode Newsletter ABC is also producing a quarterly newsletter for another of our clients, Transmode, a leading developer of optical networking systems. In the process of producing each issue, we interview senior Transmode executives and the company's clients to produce exclusive content. The newsletter is then distributed to Transmode's international consumer market and sales channel.